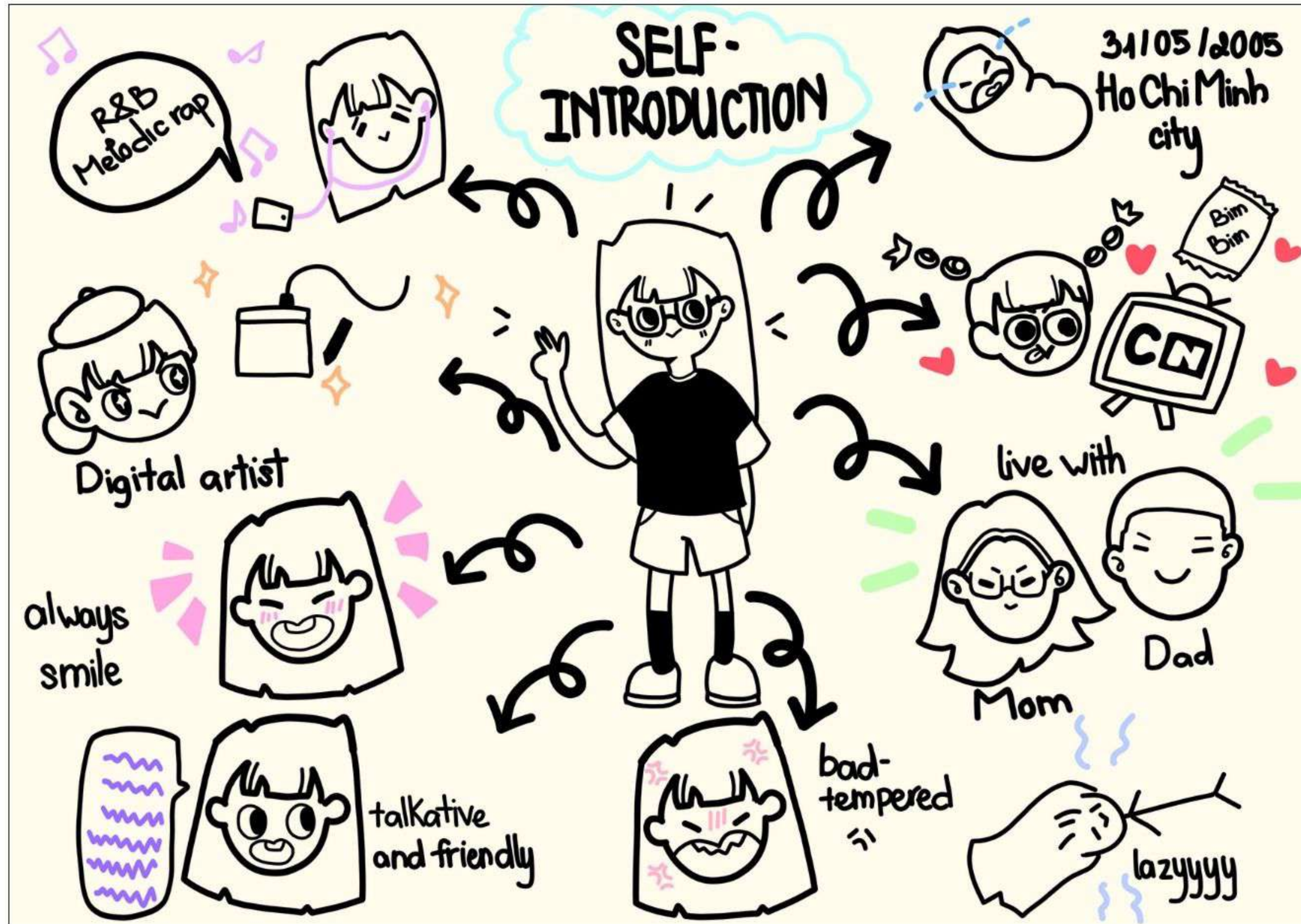


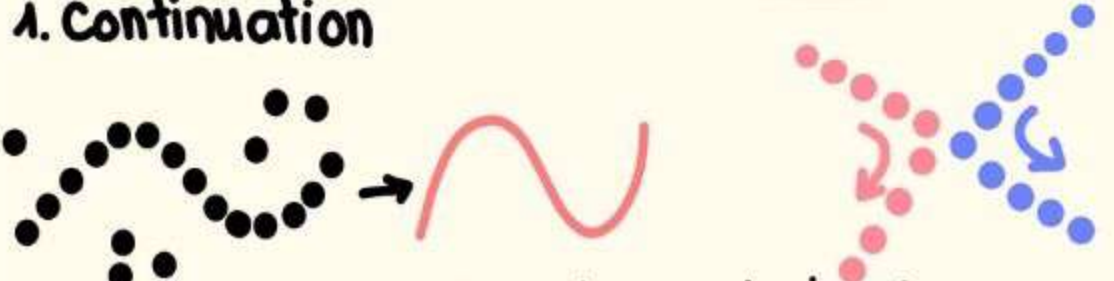
Week 1: Introduction into Fine Art & Applied Arts



Week 1: Introduction into Fine Art & Applied Arts

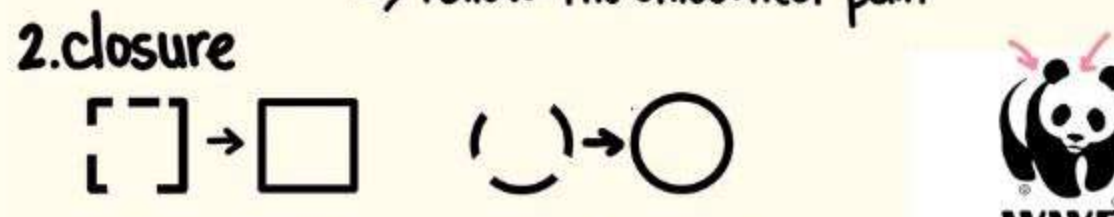
GESTAL PRINCIPLES

1. Continuation



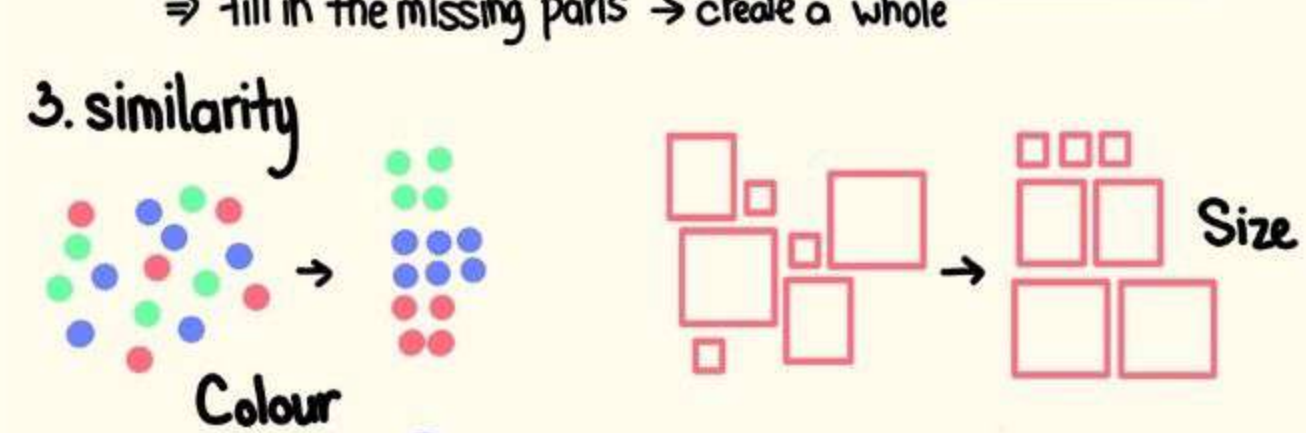
⇒ follow the smoothest path

2. closure



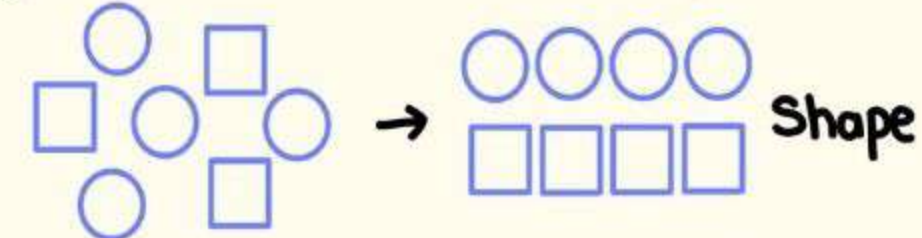
⇒ fill in the missing parts → create a whole

3. similarity



Colour

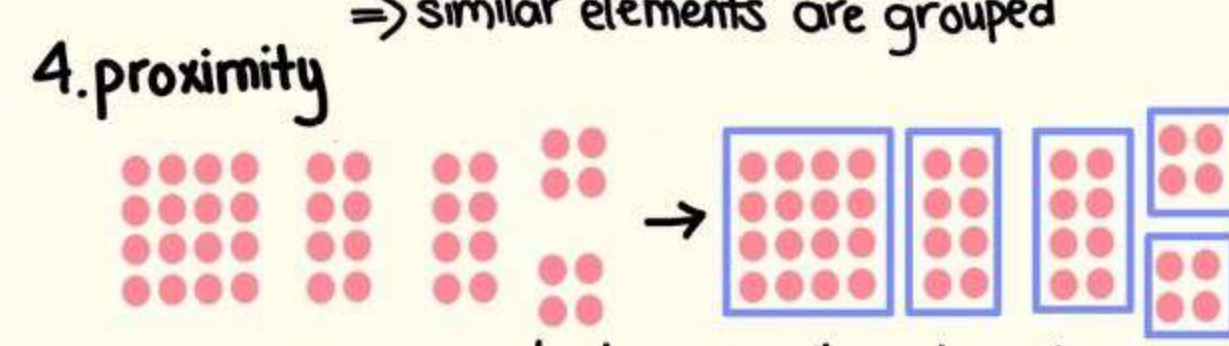
Size



Shape

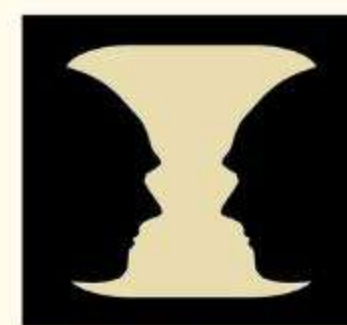
⇒ similar elements are grouped

4. proximity



⇒ grouped closer-together elements

5. Figure/ground



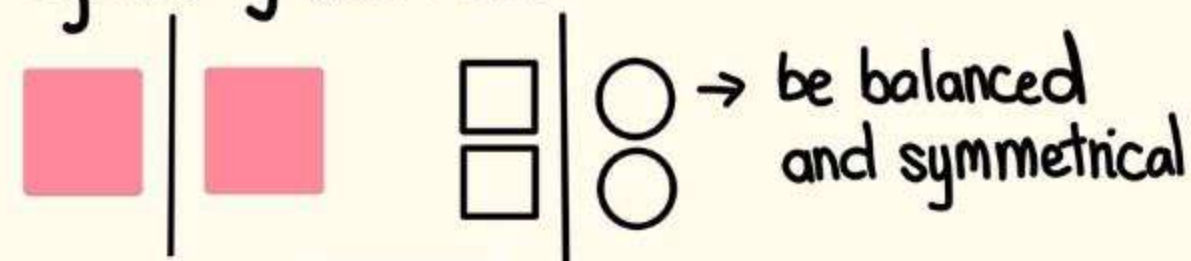
background: black → see the vas
foreground: yellow

background: yellow → 2 faces
foreground: black

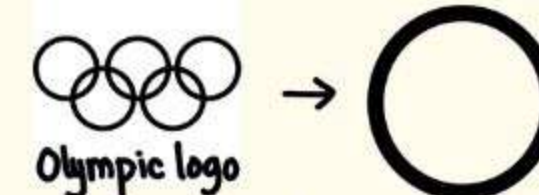
Rubin's vase

⇒ distinguish the foreground and the background

6. Symmetry and order



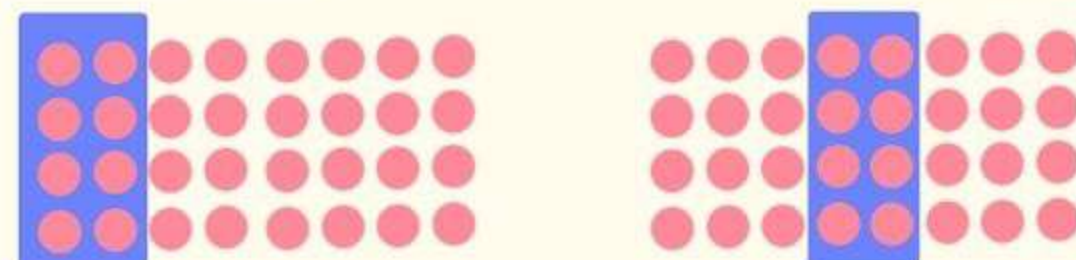
→ be balanced and symmetrical



Olympic logo

⇒ perceive ambiguous shape as simple as possible

7. Common fate



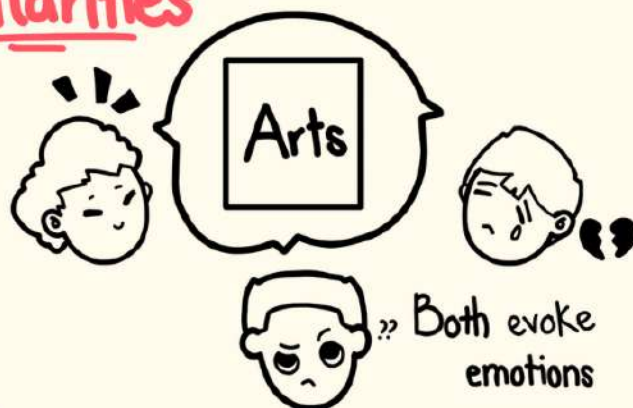
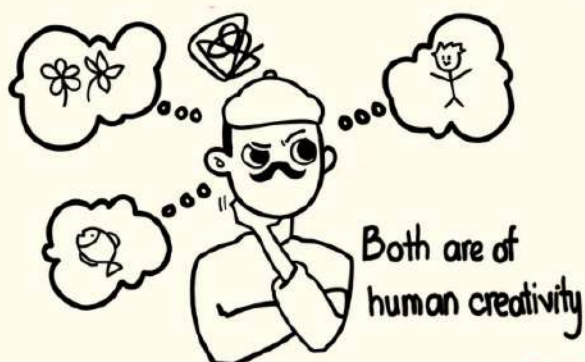
⇒ elements in 1 region → seen as 1 group

Source:
The Designer's Guide To Gestalt Psychology - Creative Market
Exploring the Gestalt Principles of Design - Toptal
Design Principles: Visual Perception And The Principles Of Gestalt - Smashing Magazine
How to Ally Gestalt Principles to Your Designs for Maximum Impact - Visme

Week 1: Introduction into Fine Art & Applied Arts

Fine arts vs Applied arts

Similarities

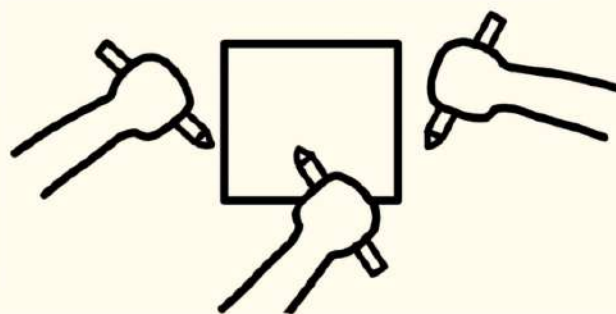
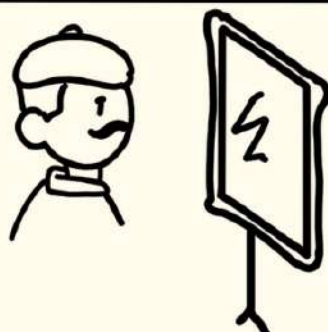
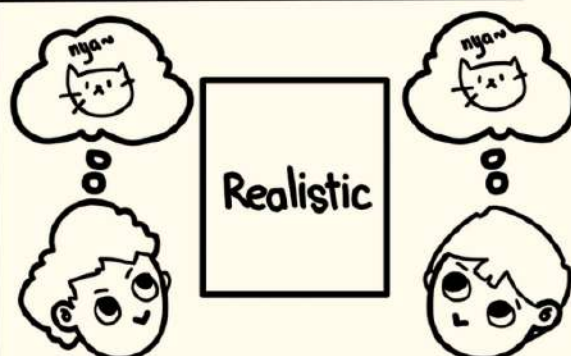
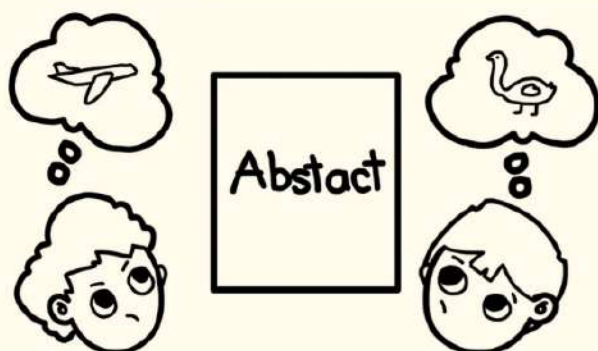


differences

Fine arts



Applied arts



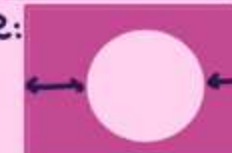
Week 2: Gestalt Psychology & Laws of Visual Perception

HOW MANY ELEMENTS ARE THERE IN ART & DESIGN?

Shape

- A shape is an area enclosed by a line
can be an outline  can be shaded in 
- Types of shapes
 -  geometric shapes
 -  organic shapes
 -  abstract shapes

⇒ useful for conveying meaning and organizing information

- Positive space: 
- Negative space: (White space) 

⇒ useful for "oxygenating" the elements in design



Texture

wood		paper	
leather		water	

⇒ useful for adding tactility and depth with brilliant visual effect

Contour drawing

sketch the style of the subject by drawing lines



"these elements are the materials from which all designs are built"
- Marjorie E. Graves -

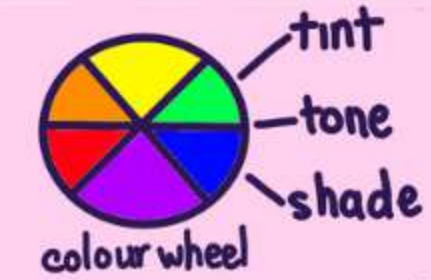


- Every line has:
 - length 
 - thickness 
 - direction 

- Types of line



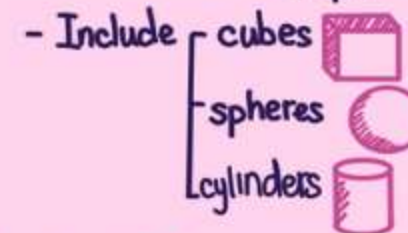
⇒ useful for dividing space and drawing the eye to a special location



⇒ use for establishing a mood, portraying light, depth, point of view



- Form is a 3-dimensional object with volume of:
 - height
 - width
 - depth



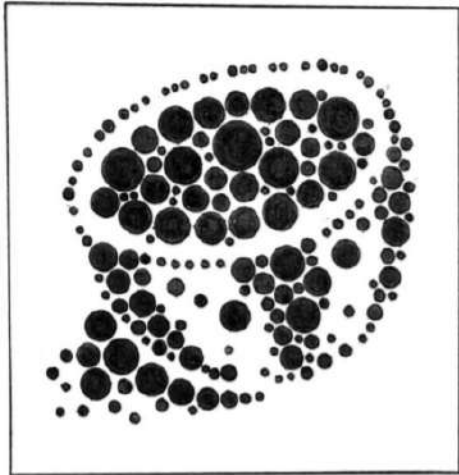
- A shape  + 3-dimensional → A form 
- ⇒ useful for forming layout space, creating contrast and depth, adding light and dark areas



-  - complementary
-  - triadic
-  - rectangular

Source:
Elements of Design - GuelphHiking
Elements of Design: Understanding the 7 Elements of Design - MasterClass
The Basic Elements of Design - evantotutst+
Elements of Design - Invision
7 Basics Elements of Design - Linked in

Week 3: The 8 Elements of Art

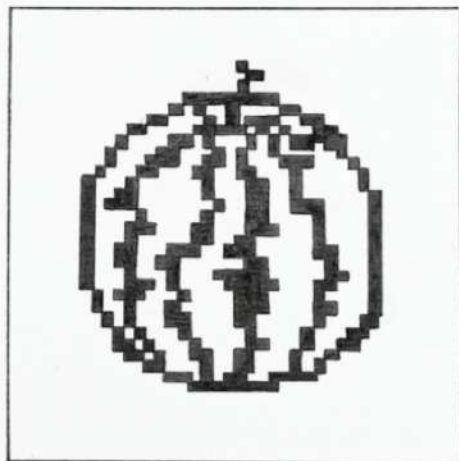


Phan Văn Linh
2572.104050576



Phan Văn Linh
2572.104050576

Week 4: The 8 Elements of Art

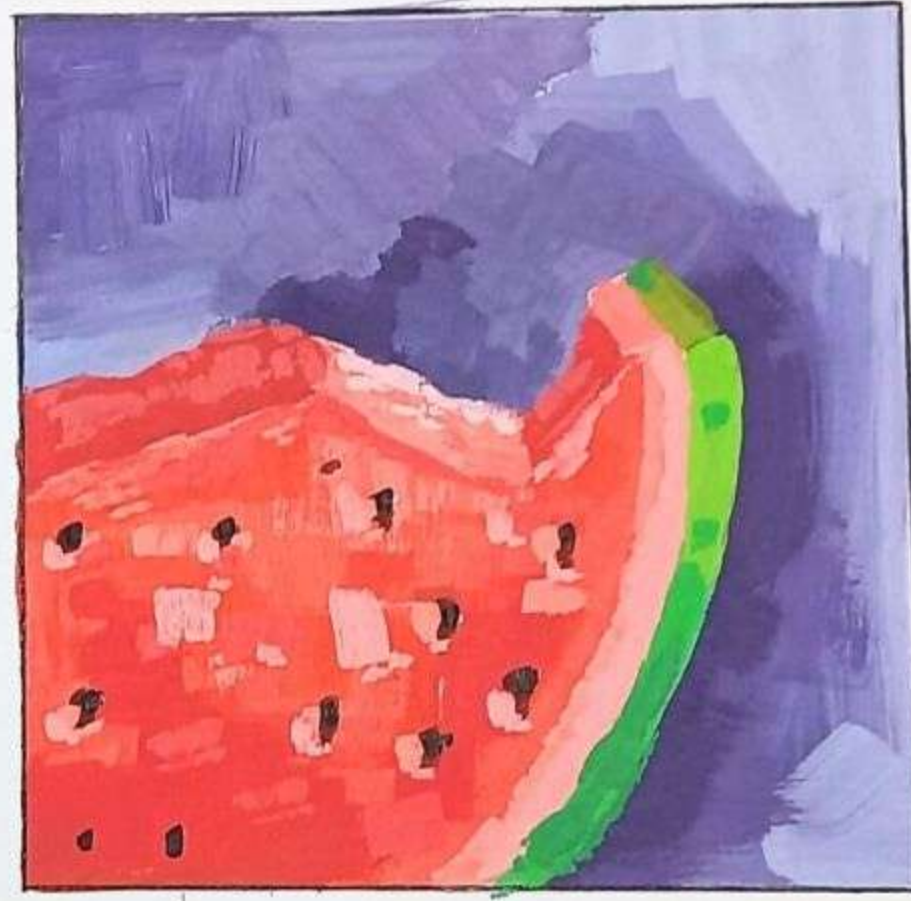


Phan Văn Linh
2572104050576



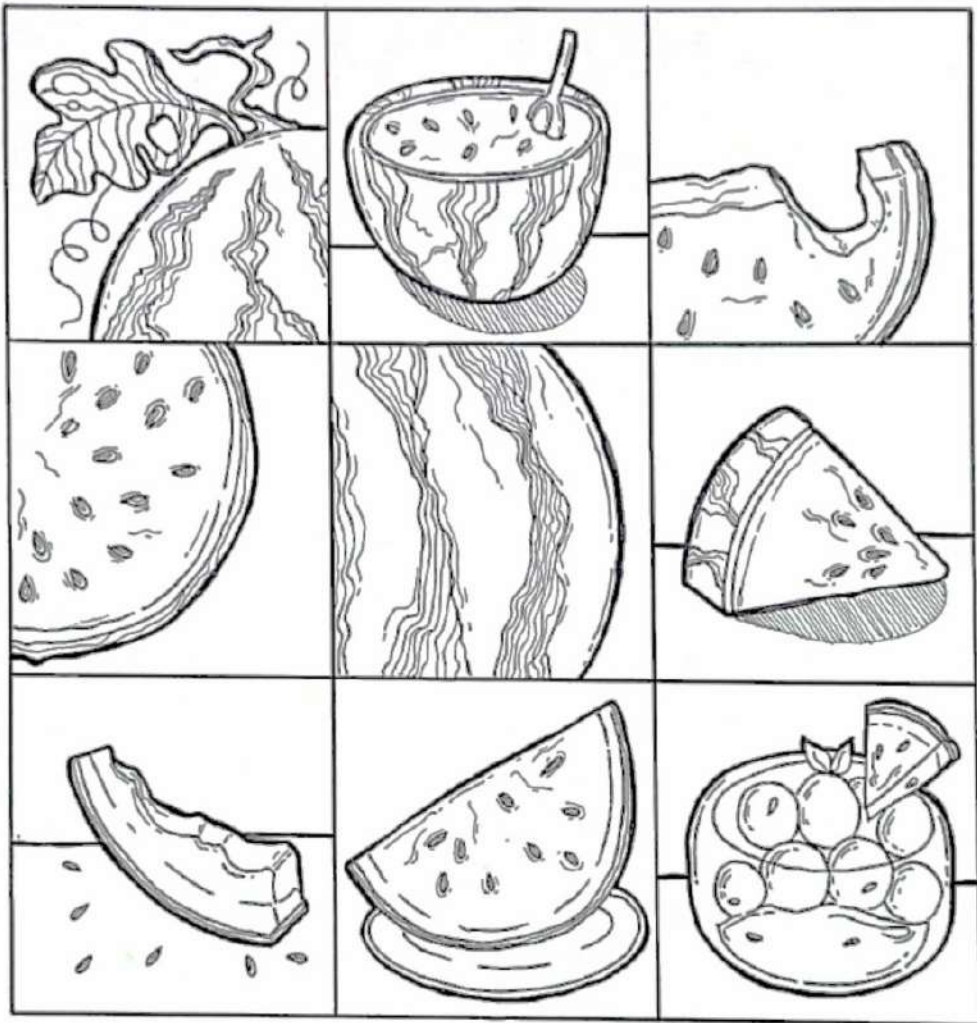
Phan Văn Linh
2572104050576

Week 5: The 8 Elements of Art



Phan Văn Linh
2372104030376

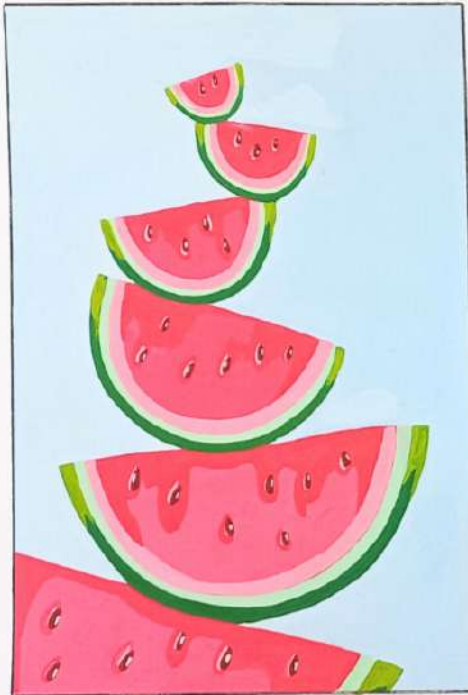
Week 5: The 8 Elements of Art



Phan Văn Linh

2372104050576

Week 6: Composition & The 10 Principles Art/Design



Continual proportion

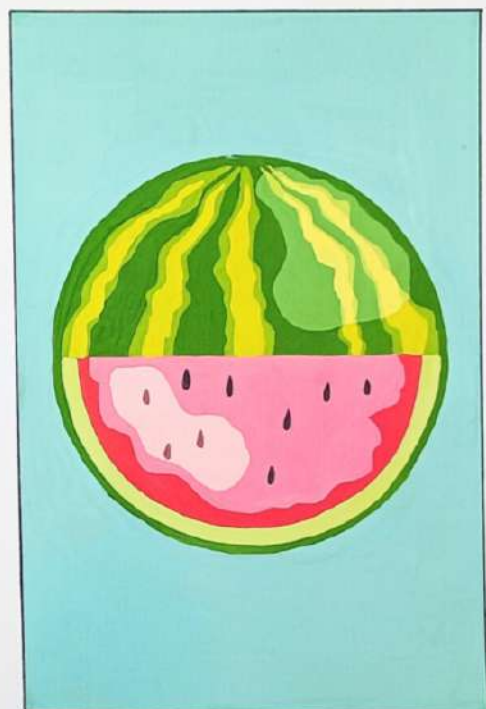


Anomalous emphasis

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Radial balance.



Asymmetrical balance

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Week 6: Composition & The 10 Principles of Art/Design



Color contrast

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DEEP COBALT BLUE

(Or Cobalt Blue Deep)

ABOUT ME

Name: Deep Cobalt Blue
Personification of me: Trần Minh Khôi
Formula of me
15% Red + 85% Cobalt blue

SYMBOLIC MEANINGS	
Positive (+)	Negative (-)
Patient	Depressive
Wisdom	Cold
Wealthy	Unfriendly
Reliable	
Indifferent	
Independent	

RELATIONS

Cobalt blue

Ice blue (Cobalt blue + White)

Light blue (Cobalt blue + Grey)

COLOUR COMBINATION



Complementary



Triadic



Tetradic



Square

APPLICATIONS

(Technology, Finance, Accounting, etc)



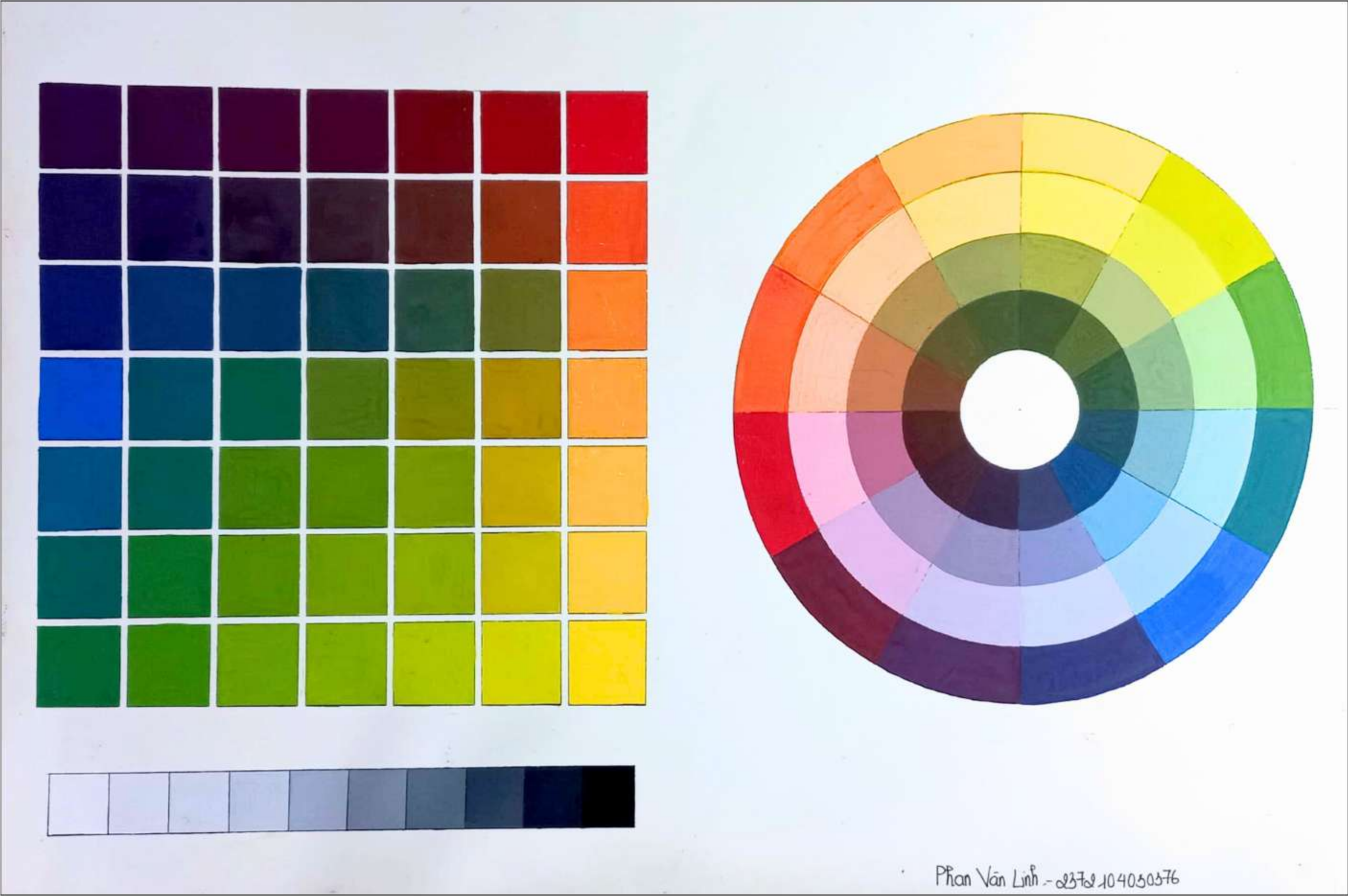


Gap's logo Ericsson's logo

Source: Deep Cobalt Blue (Ferrario) Color - color-name
Meaning of the Color Blue - Symbolism, Common
Use & More - Colors explained

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Week 6: Composition & The 10 Principles of Art/Design



Week 7: Composition & The 10 Principles Art/Design - Repetition, Rhythm, Pattern, Movement



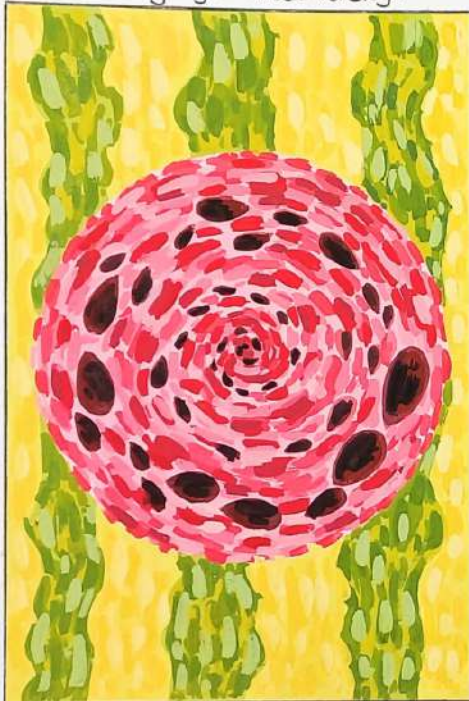
Regular Repetition + Color Contrast
+ Shape.



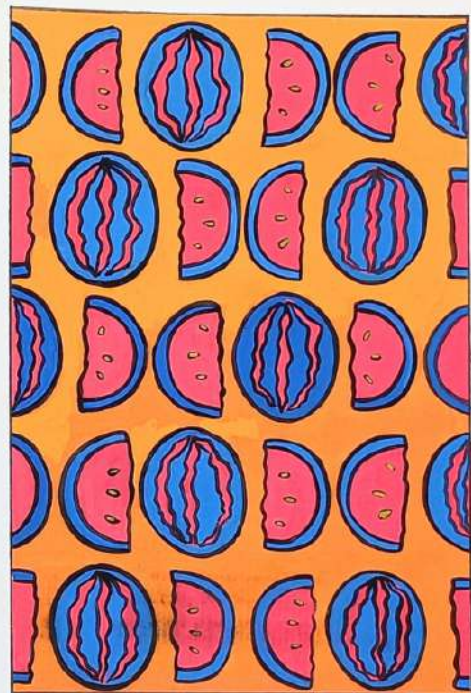
Irregular Repetition + Texture (Fur).

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Ref. The Starry Night-Vincent van Gogh



Dynamic Optical Movement + Shape
+ Exaggerative proportion



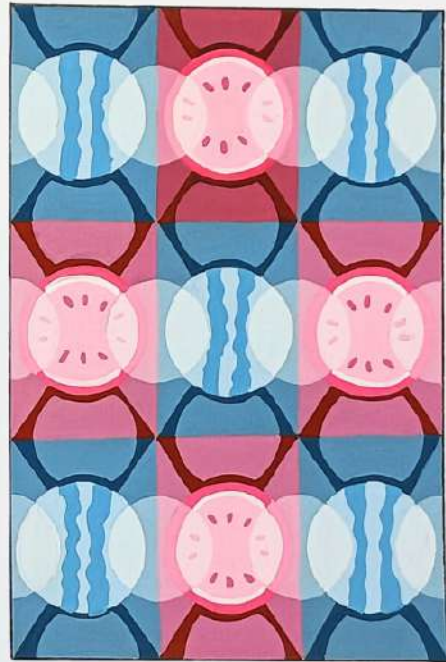
Alternating Rhythm + Contrast Color + Shape

Phan Văn Linh - 8378104030376.

Week 7: Composition & The 10 Principles Art/Design - Repeation, Rhythm, Pattern, Movement



Contrast Variety + Coaxial Balance + Shape



Regular Pattern + Shape

Phan Văn Linh - 2372104050376.



Positional Unity + Dynamic Optical Movement
+ Shape

Phan Văn Linh - 23721